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BOOK NUMBER A389.1

FOR NUTRITION COMMITTEES;

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WHAT THIS BUILD WILL SHEW

THIS SURVEY but then designed to a most of a confidence of the appraising the constant of the

Lith this survey you will be while to arewer the following questions about your community

- 1. Do the housewhee know at the manifold committee?
- 2. Do they know where to go too information about nutrition?
- 3. Do they know aprice and understand the purpose of the school namer error in
- 4 Do the Dot. mires customed then bests nutrition concepts.
 - a. The Busha ballet foca grades"
 - h. The Lange is for a grant provide and
 - c. The breed was store-surethment program?
- 5 Do may feet one metal justhes of circumanthum of What karas of union circumston to they make
- 6 Do the housewives feel that are essential foods are not available in data to make with

This is a survey of the housewill sorly, elthough the nutrition program is aimed at every member of the community. Previous investigations have shown that housewives, on the thole, are but ter informed about nutrition the contemporal in the community. Therefore, the survey will give you a rather liberal estimate of how much the community knows about healthful diet.

The best way, of course to answer the questions above would be to interview every housewife in your community. But this would be impractical. You can jet approximate but usable answers by interviewing a cross acction. If the nonservives

TLANMING THE SURVEY

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HOW TO STATET A SERVICE

WHAT IS A SAMPLE?

For a survey of puople, a simple is the naturature of the population we want to study. If we want to study all the naturally in a city, our sample should contain rouse aves representing the income levels, the educational levels, the racisland matically groups, the age groups in the proportions in which we would find them among all the house dives in that city. If want to study all the housewives in a county our sample our represent also farm housewives in a county for sample our proportion.

HOW LARCE SHOULD IT BE?

If our sample is carefully selected we need not interview a great number in order to draw some useful conclusions about a latte housewives in the area. For this survey it is suggested that 100 interviews be taken. In a small community, fewer interviews might serve the constituted's purpose

HOW SHALL . & DRAW OUR FAMFLOT

Every step in a survey is important, but the simpling is especially important. If the sample is not corefully chosen to be as accurate a model as possible of the housewars occulation, then the final results, no matter how carefully the interviewing and analyzing are done, will not give us accurate information about the housewives of the whole area.

For this reason, the committee would be wise to get help in draining up a sample, if it can, from some expert source such as a college social science or statistics department. For committees that cannot get such help, the following instructions have been prepared. These give, in simplified form, a method that has been found to come closer than any other to producing a true miniature of a population.

This is not the only method of drawing a sample. Another way is to go through a community selecting "typical" people. But

and sross-tection of and the method cannot selected and this way.

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The closure actually was in the form as the fevery tenth houseto do one in points in a trace of the street, an about off blocks, and then,
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of a trace analysing.

third grade second in the complete complicated and undecrease. But experience has then they are necessary, and if you follow them stop by the change will become not so complicate offer the they have here an emplicied considerably from the rules to develop regular among the parties using this method but if recefully obtained of a converte purposes of the counities of a

TIX 122 WOMEY SWIPLING

will use only the unbrustions surpling method. If you want to survey a county you will not both types of compling

That are populated for de hor many of vour inverviews should by with bound of our formation of the formation

the country and 0 in town. If 50 percent live in towns and 40 percent in the country, you will want 60 interviews with town housewives and 40 with country housewives. You can get these figures from the 1940 Census, Population Series I_{ℓ} at your local library.

URBAN SALPLING

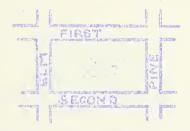
In urban sampling, you will choose certain blocks from a map of your city and interview at selected dwalling units in these blocks. The number of interviews on a block will depend on how crowded the block is.

A dwelling unit, or a household as it may be called, is a room or group of rooms occupied as living quarters and having separate kitchen facilities. Thus one building or house may contain several dwelling units.

Selecting Blocks

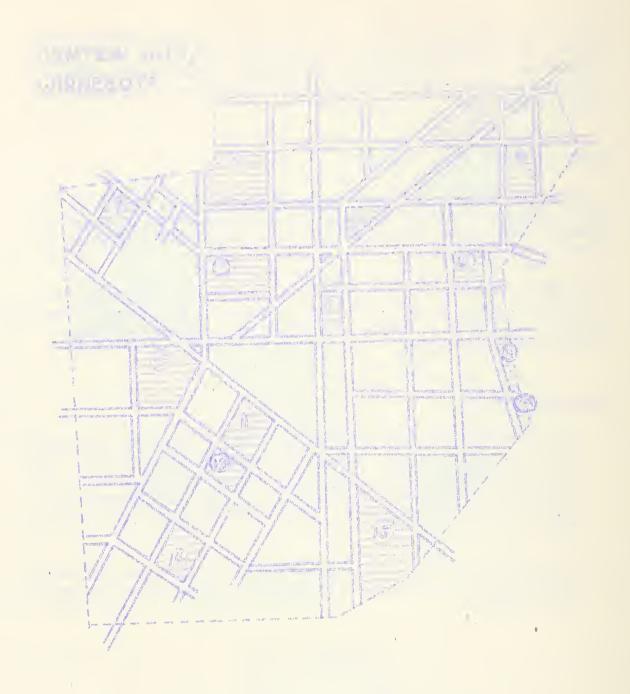
- 1. Let a map of the city or town showing the streets and blocks.

 (Such a map may usually be obtained from the City Hall, the
 City Engineer's Office, the office of the local transit company, or the Chamber of Commerce.) If you can get enough
 copies to supply each interviewer with one, so much the better.
- 2 A block, for survey purposes consists not of a simple street from one intersection to the next, but of an area bounded by such streets.



Thus if we instruct an interviewer to obtain interviews in block 25 (above) he may obtain them on Elm, First, Pine, or Second Street, on the side of the street that borders the shaded area.

On the map, we begin by eliminating all blocks which could not possibly contain any dwelling units. In the example



above, we have shaded in green the site of the city college, the high school, the county hospital, the park, some empty stretches on the edge of town, and the main business and industrial centers, because they occupy complete blocks. We have not shaded blocks which are only partly business, where there are dwellings over stores, because we want to include in our sample homes from neighborhoods of this type.

3. We number, in orderly fashion, all the blocks containing dwelling units. The first row of numbers goes from left to right,

uns social real Egypt of Server they mean real to the range in group.)

4. Now we are ready to chrose our rample finance on the mine of convenience, it is a read that the remand our thire is much in each sample blocks. We therefore need bout as many amount blocks as we want interviews. In Center City, for the place we want 30 interviews and therefore 15 sample blocks. (We shall get the remaining interviews in the country.) Our sep shows 77 numbered blocks. We divide 77 by 15, and thus discover that we must sample one block an every five.

We therefore count off every fifth block (starting at any block from #1 to #5) and mark it clearly. We then remainer the blocks thus chosen, starting with 1. (In the map of Center City, the sample blocks are shaded in red and . runbered in blue.)

5. Prepare a Sampling Directions Card for each sample block, like the one shown below. This will be for the use of the interviewer. On the first line fill in the cample block musber and the special name of the area in which it is satuated. If you haven't a marked map for each interviewer, wrate on the back of the card the names of the streets bounding the block, or make a sketch lake the one on page 5.

Sampling Directions Card

- 1. Block No. 13 Area se outher of
- 2. Start counting at SW corner.
- 3. Take first interview at 2 nd awelling unit, and
- 4. After that visit every 5 th duelling unit.

If the starting number (line 5) is higher than the number of households on the block, do not interview anyone on the block.

Do not take more than <u>four</u> interviews on any one block.

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 un unit; In the second block, at the second unit, and so on

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 Step 2 above (In the above pramps our sampling rate is

 the Therefore the first interview in Block 50 would be

 taken at the first interview in Block 50 would be

 taken at the first dwelling unit; the first interview in Block

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 metin on line 3 of the Tampling Tirections Card.
- if the starting number of any annuming higher than the number of households the intermed finds on the floor, the intermediated does not intermed anyone on that block. This is very important, but he there is followed the sample will over a operant households an sparally populated blocks.
- for in suggested that not more than four interviews be taken on any one block even it it has a large number of households.

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only those women who are most easily found at home, you will get too many housewives with young children, and not enough housewives who work outside or who participate in social and civic affairs.

If the housewife in the selected dwelling is not at home on the second call, the interviewer should visit the dwelling unit to the right as she faces the house. If no one is at home after two calls there, she should visit the dwelling unit to the left of the original one.

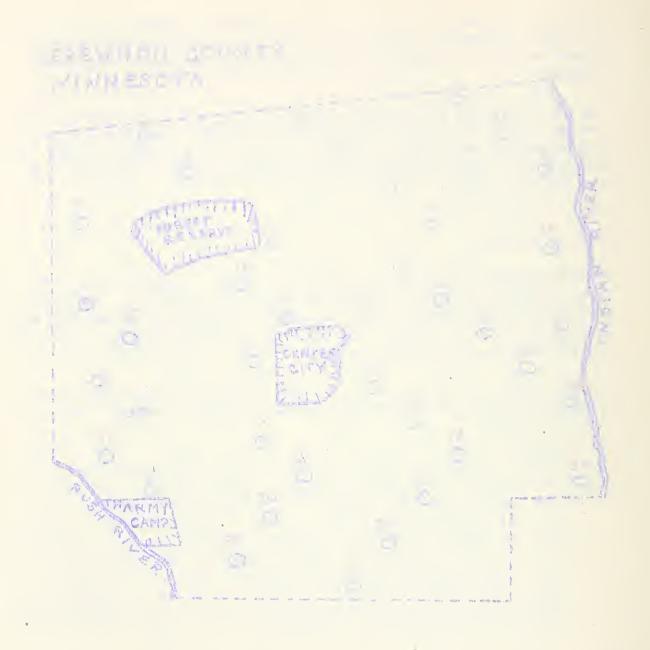
RURAL SAMPLING

Lural sampling presents a somewhat different problem, since in open country we of course have no blocks to guide us. We shall therefore have to create the equivalent of blocks by marking off a county map in squares. But here we choose intersections rather than blocks as our "sample points."

On the next page appears a map of an imaginary county which has been marked for rural sampling. This process involves the following steps.

- l. Obtain a good map showing roads. (The roads have been omitated from our imaginary map because it is small. You will want them on your map, however, so that interviewers will know how to reach the sample points.). The map should show also the national forests, parks, and other sections containing no homes. Usually a good county map published by the State Highway Department may be obtained from the County Surveyor, the County Agent, or a similar official. You will need a copy for each interviewer, but you need carry through the entire marking procedure on only one copy.
- 2. The map must now be divided into "blocks" of equal size. A convenient way to do this is to draw two diagonal lines at right angles to each other, crossing at about the center of the map. On our map of "Erewhon County" these are the line that starts in the northwest corner and ends near intersection 3/, and the one that starts in the northeast corner and ends just below the Army camp.

Now divide each diagonal into equal parts, and draw parallel lines to the edges of the county. The number of intersections you will have depends of course on how you space these lines.



It is a good idea to have about as many intersections at you will have interviews. In Erewhon County, we want 70 rural interviews, and we have 75 intersections:

3. Now number the intersections consecutively, beginning with latter numbering should be orderly, from left to right in the first line, from right to left in the next. If an intersection falls within an area where there are likely to be no households, or in a city or town which you plan to sample by the urban method, do not number it; give its number to the

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The are now ready to decide which inversactions we shall use as our sample points. For convenience, we decide to take two interviews at each chosen point rather than one. This means that for Erethon county, where we want 70 rural interviews, we must be a point of the continuence of the continuence

We have numbered 75 intersections on our map, or a little more than twice as many as we shall actually use. We shall therefore begin by choosing every second intersection, including it by a small blue circle.

If the non-city population were evenly distributed over the entire county, we should stop at this point number all the blue circles, and call these our sample points. In Trewhon founty nowever the rural population tends to be concentrated along fortan River, where the land is good for farming, and round Counter Croy is a sparse along Rush River and the boutest county line counts the land cround there is rocky and ensuited to farming.

We discrete climature one (but not all) of the chosen intersections along from liver and the vestern county line, and we select enough unmarked intersections in the more populate part of the county to bring the total number up to the 35 we can't (these objections are ringed in red on our map of Brench County this method is not exact but more exect to holds are not evaliable to the committee, and it will serve to some uncent to help take our sample represent the continuous publisher of areason County.

We may re-number all the chosen intersections in red pencil. From to 38.

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General Instructions for Interview — " or "What the Mestines Mean" as well as outies of the quantum strategy, might be hand a to be interviewers at the beginning of the Levelon.

After the three topics have been discussed, the interviewing such trainshould divide into pairs and practice interviewing such trainlinears and difficulties discovered during this practice partide can be ironed out in another short discussion period. The first training session should and with an emplanation of the sampling method to be used and the assignment of one or more practice interviews.

PRACTICE INTERVIEWS

For the practice interviews, make a selection of dwelling units on blocks that will not be surveyed and prepare directions

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of the questions, because it is assential that the same questions be asked of each person interviewed. The questions, in their present phrasing, have been tested, and have proved to be successful in drawing the kind of answers desired.

The questions should be asked in their proper order, because the answer of one question tends to influence the answer to the next; in addition, the questionnaire is so arranged that the questions follow one another in a natural and logical order.

RECORDING THE WASHERS

To obtain a faithful record of the non-exercise answers, it is necessary to record them in full the ever possible check test have been provided to make the recording easier. Then the record this of for any reason at the exercise optimed write "No lesver" or "it is "in the step for the answer and also the reason at was not obtained the second to say, it is essential to write all arsier. To in

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If people are to have an elequate diet, the various focds must be available in the community. This question is simed at discovering which foods are not available in the community. If shorts jes are found

to exist, two lines of action are open to the nutrition committee. Publicity could be given to adequate substitutes, or in some cases action might be taken to make the food available.

In the column marked "Foods," list the foods the housewife names in answer to Question 2. After these are all listed, ask Question 2a for each food she had mentioned. It the housewife is experiencing no shortages, write "none" across the food column.

QUESTION 3. "What kinds of food would you say your family should have each day to keep them healthy?"

This question will give you the housewife's idea of an adequate diet Knowledge of what makes up a good diet is fundamental in nutrition education. This is, therefore, one of the most important questions in the survey.

List the foods the housewife gives, and be sure to ask the supplementary question, "Are there any others?"

If the housevafe answers in terms of "proteins", "starches," etc. got her to enswer in terms of foods by such questions as "what foods give you that?"

VI TION 4: "Suppose you couldn't get oranges (butter, fresh or cannod mest, etc.) what could you serve instead to keep your family health?"

This question is designed to get at the understanding of another fundamental concept in nutrition information - equivalents. One food from each of the Basic seven food groups is listed. For some of these, substitutions are wall known by all housewives, but you will find a number of common misconceptions.

found all substitutions tre housewife gives for each facil. To not try to check the right-hand column during the interview. That will be done later by "coders."

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TESTION 6: " .aut Lin' n 2.20 in ... a lin' in ... in ...

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understand why bread is enriched a combined by and
they would demand enriched break if use whether he
was also sold. However, bless additional quantities
are outside the scope of this curvey.

Record all kinds of brouds traditional in answer to Question 6. Occasionally a houseful to wall give the trade name of the bread. It is a simple thing to say, "Is that white bread or _____?" in order to get the necessary information.

The supplementary question, "Is it enriched?" must be asked about every kind of bread except whole wheat, cracked wheat, and pumpermickel (whole rye). The housesife may wish to go to the kitchen and lock at the bread wrapper for the information; record this is "don't know".

It is quite possible that some housewives will not understand the use of the word "enriched" in the quotient. Use freely the exchanation that follows the question ("the kind with vitamins and minerals added") but do not give any further exchanation.

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QUESTION 9: "When could ru jo to here in the you not a problem about what to some to heep your family healthy?"

In this question we are interested in finding out whether the housewife knows of as adequate source of nutrition information in the community. If the name of a person is given, try to find out his or her function in the community

QUESTION 10: "Have you heard of the _____ Dutrition Connittee?"

Although the nutrition committee works as a coordinating agency it is likely that a committee that has been very active, mill have made itself known to a number of housewives. This question will discover how many know of the committee by name

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The code na ber for "food!" goes in Box 1, and the code for the reason blis food is not available goes in Box :

If the housewille mentions no shortages, write "I" in Box A in the term the and "C" in all the other toxes for this question. If more than sit focus are listed, curling similar focus where possible

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OUESTION 5: Instance of the control of the control

QUESTION 6: It may be necessary to change the list of codes for this question. This should be done after reading over a number of your interviews but before starting the coding.

The other questions are road quite simply by referring to the list of codes and entering the number in the cox in the margin. There there are two boxes, enter "O" in the second box if only one response has been given

Some provision should be made for checking the accuracy of the coding. It is good practice to have at least one out of every ten interviews coded independently by a second person.

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- Table 7. Her the of the Rais Foods are Mentioned by I among so Assortial for Health!
- These VI. No. all are House fives the to white Se: flutions?
- Table III Am: Airle of Dr. Willet Do Housewives
 There is Dread?
- Table VIII Do Interdree Know Thather the Bread Rho: Buy is Arrived?
- The lay is briefled?
- isils I. Who: winds of Information Wort Food Do
- Table VI Was I had De Rosawives day are Not for Lable in the Clambridge and that He has de bley live?

TABLE I. Do Housewives Know of the Mutrition Committee? *

Percentage

Have heard of the committee

Have not heard of the committee

No data

100%

T/BLE II. Do Housewives Know of a Suitable Source of Mutrition Information in the Community? To Whom Lould They Go for This Information? ***

Percentage

Know of suitable sourceices attribing continues VSA home management supervisor Visiting nurse - total morner Not Oroca File of a minimum Doctor to plants Other contents

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FULL IV. What Purposes In to the same in the Lung. Program

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No data

TABLE V. How Dany of the Basic Fick are londed by

Humber of Foods

Seven

Str

Five

Four

Three.

Two

One

None

No data

W Ouestion 11.

tek Question 12.

^{****} Totals more than 100% because some housewives named more than one purpose.

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TABLE II That a land; is a required to a continued to a Bousewives to address the formation of the continued of the continued

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Bananes	3					
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*Question 2

